



**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Patent Application of

CALAWAY et al.

Atty. Ref.: 4830-3 (AMK); Confirmation No. 4595

Appl. No. 09/814,441

TC/A.U. 3625

Filed: March 22, 2001

Examiner: J. Smith

For: ELECTRONIC STORAGE MEDIUM AND PURCHASING SYSTEM AND METHOD

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November 9, 2006

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

**REQUEST FOR RECONSIDERATION**

In response to the Office Action dated September 27, 2006, Applicants respectfully request reconsideration of the above-identified patent application in view of the following remarks.

Claims 1-25, 27 and 29-33 are present in this application.

Claims 1-4, 7-25, 27, 30 and 32 were rejected under 35 U.S.C. §102(e) over U.S.

Published Patent Application No. 2001/0037373 to Cambridge. This rejection is respectfully traversed.

As discussed in the Amendment filed September 7, 2006, claim 1 recites that the purchase data is sufficient to complete the purchase of an item. Additionally, claim 1 recites that the first selection in the permitting step causes printing of an order form containing the purchase data and configured to initiate a purchase when physically delivered to a vendor. Independent